Remarks

Claims 1-45 are now pending in this application. Claims 1, 7, 14, 17, 19, 20, and 25 have been amended. Claims 30-45 have been newly added. No new matter has been added. Claims 1-29 are rejected. The Office Action dated July 9, 2003 indicated that the drawings file don 10 January 2000 were accepted by the examiner. However, formal drawings were filed 12 November 2002, and a request for approval of drawing change was filed 20 March 2003. Applicants respectfully request acceptance of the formal drawings and approval of the previously proposed drawing changes.

In accordance with 37 C.F.R. 1.136(a), a one-month extension of time is submitted herewith to extend the due date of the response to the Office Action dated July 9, 2003 for the above-identified patent application from July 9, 2003 through and including November 9, 2003. In accordance with 37 C.F.R. 1.17(a)(1), authorization to charge a deposit account in the amount of $110.00 to cover this extension of time request also is submitted herewith.

The rejection of Claims 1, 5, 11, 14, 19, 25, and 26 under 35 U.S.C. § 102(b) as being anticipated by "Calico Technology: Concinity configuration/quotation system (Teresko, John et al. December 15, 1996. *Industry Week*)" ("Teresko") is respectfully traversed.

Teresko describes Calico's sales quotation and configuration software. More than a mere "product selector," the Calico software enables customers to browse a vendor's options, configure their selections, and buy complex products or services online without a sales representative. The Calico software can walk the customer through a series of questions to configure an order. Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software on laptops used by its sales force and achieved a 30% reduction in the order-entry error rate.

Claim 1 recites a method for production selection assistance, the method including "receiving a product category selection; matching the product category selection against a product database to determine a plurality of matched products; displaying a product matrix

comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products; presenting a product configuration question; receiving a product configuration answer; and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner".

Teresko does not describe or suggest a method for production selection assistance, the method including receiving a product category selection, matching the product category selection against a product database to determine a plurality of matched products, displaying a product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products, presenting a product configuration question, receiving a product configuration answer; and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

Moreover, Teresko does not describe or suggest responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner. Rather, Teresko describes that the software enables customers to buy complex products or services online and Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software. For the reasons set forth above, Claim 1 is submitted to be patentable over Teresko.

Claims 5 and 11 depend from independent Claim 1. When the recitations of 5 and 11 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claims 5 and 11 likewise are patentable over Teresko.

Claim 14 recites a product selection assistance tool including "a communication interface; a processing circuit coupled to the communication interface; and a memory coupled to the processing circuit, the memory storing, for execution by the processing circuit, instructions for receiving a product category selection over the communication interface; matching the product category selection against a product database to determine a plurality of matched products; displaying a product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products; presenting a product configuration question; receiving a product configuration answer; and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner".

Teresko does not describe or suggest a product selection assistance tool including a communication interface, a processing circuit coupled to the communication interface, and a memory coupled to the processing circuit, the memory storing, for execution by the processing circuit, instructions for receiving a product category selection over the communication interface, matching the product category selection against a product database to determine a plurality of matched products, displaying a product matrix including a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products, presenting a product configuration question, receiving a product configuration answer, and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product

matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

Moreover, Teresko does not describe or suggest responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner. Rather, Teresko describes that the software enables customers to buy complex products or services online and Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software. For the reasons set forth above, Claim 14 is submitted to be patentable over Teresko.

Claim 19 recites a product selection assistance Internet web page including "a matrix panel comprising a product matrix displaying a plurality of products using individual product entries comprising a model identifier and at least one product configuration parameter associated with the products; and a product configuration panel displaying a product configuration question and accepting a product configuration answer, the product matrix responsively updating based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner".

Teresko does not describe or suggest a product selection assistance Internet web page including a matrix panel including a product matrix displaying a plurality of products using individual product entries including a model identifier and at least one product configuration parameter associated with the products, and a product configuration panel displaying a product configuration question and accepting a product configuration answer, the product matrix responsively updating based on the product configuration answer to eliminate at least one product entry in the product matrix, where the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

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Moreover, Teresko does not describe or suggest the product matrix responsively updating based on the product configuration answer to eliminate at least one product entry in the product matrix, where the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner. Rather, Teresko describes that the software enables customers to buy complex products or services online and Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software. For the reasons set forth above, Claim 19 is submitted to be patentable over Teresko.

Claim 25 recites a computer program product including "a storage medium readable by a processing circuit and storing for execution by the processing circuit instructions for receiving a product category selection; instructions for matching the product category selection against a product database to determine a plurality of matched products; instructions for displaying product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products; instructions for presenting a product configuration question; instructions for receiving a product configuration answer; and instructions for responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner".

Teresko does not describe or suggest a computer program product including a storage medium readable by a processing circuit and storing for execution by the processing circuit instructions for receiving a product category selection, instructions for matching the product category selection against a product database to determine a plurality of matched products, instructions for displaying product matrix including a product entry for each of the matched products, each product entry including a model identifier and at least one product configuration parameter associated with the matched products, instructions for presenting a product configuration question, instructions for receiving a product configuration answer, and instructions for responsively updating the product matrix based on the product configuration

answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

Moreover, Teresko does not describe or suggest a storage medium storing instructions for responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner. Rather, Teresko describes that the software enables customers to buy complex products or services online and Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software. For the reasons set forth above, Claim 25 is submitted to be patentable over Teresko.

Claims 26 depends from independent Claim 25. When the recitations of Claim 26 are considered in combination with the recitations of Claim 25, Applicants submit that dependent Claim 26 likewise is patentable over Teresko.

For the reasons set forth above, Applicants respectfully request that the Section 102 rejection of Claims 1, 5, 11, 14, 19, 25, and 26 be withdrawn.

The rejection of Claims 2, 3, 6, 9, 10, 13, 15-18, 22, 23, 27, and 28 under 35 U.S.C. § 103(a) as being unpatentable over Teresko in view of Official Notice regarding Website design ("Website design Official Notice") is respectfully traversed.

Claims 2, 3, 6, 9, 10, and 13 depend from Claim 1 which recites a method for production selection assistance, the method including "receiving a product category selection; matching the product category selection against a product database to determine a plurality of matched products; displaying a product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products; presenting a product configuration question; receiving a product configuration answer; and responsively updating

the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner".

Neither Teresko nor the Website design Official Notice describe or suggest a method for production selection assistance, the method including receiving a product category selection, matching the product category selection against a product database to determine a plurality of matched products, displaying a product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products, presenting a product configuration question, receiving a product configuration answer; and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

Moreover, neither Teresko nor the Website design Official Notice describe or suggest responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner. Rather, Teresko describes that the software enables customers to buy complex products or services online and Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software. For the reasons set forth above, Claim 1 is submitted to be patentable over Teresko in view of the Website design Official Notice.

When the recitations of 2, 3, 6, 9, 10, and 13 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claims 2, 3, 6, 9, 10, and 13 likewise are patentable over Teresko in view of the Website design Official Notice.

Claims 15-18 depend from Claim 14 which recites a product selection assistance tool including a communication interface, a processing circuit coupled to the communication interface, and a memory coupled to the processing circuit, the memory storing, for execution by the processing circuit, instructions for receiving a product category selection over the communication interface, matching the product category selection against a product database to determine a plurality of matched products, displaying a product matrix including a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products, presenting a product configuration question, receiving a product configuration answer, and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

Neither Teresko nor the Website design Official Notice describe or suggest a product selection assistance tool including a communication interface, a processing circuit coupled to the communication interface, and a memory coupled to the processing circuit, the memory storing, for execution by the processing circuit, instructions for receiving a product category selection over the communication interface, matching the product category selection against a product database to determine a plurality of matched products, displaying a product matrix including a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products, presenting a product configuration question, receiving a product configuration answer, and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

Moreover, neither Teresko nor the Website design Official Notice describe or suggest responsively updating the product matrix based on the product configuration answer to

eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner. Rather, Teresko describes that the software enables customers to buy complex products or services online and Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software. For the reasons set forth above, Claim 14 is submitted to be patentable over Teresko in view of the Website design Official Notice.

When the recitations of Claim 15-18 are considered in combination with the recitations of Claim 14, Applicants submit that dependent Claims 15-18 likewise are patentable over Teresko in view of the Website design Official Notice.

Claims 22-23 depend from Claim 19 which recites a product selection assistance Internet web page including "a matrix panel comprising a product matrix displaying a plurality of products using individual product entries comprising a model identifier and at least one product configuration parameter associated with the products; and a product configuration panel displaying a product configuration question and accepting a product configuration answer, the product matrix responsively updating based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner".

Neither Teresko nor the Website design Official Notice describe or suggest a product selection assistance Internet web page including a matrix panel including a product matrix displaying a plurality of products using individual product entries including a model identifier and at least one product configuration parameter associated with the products, and a product configuration panel displaying a product configuration question and accepting a product configuration answer, the product matrix responsively updating based on the product configuration answer to eliminate at least one product entry in the product matrix, where the

product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

Moreover, neither Teresko nor the Website design Official Notice describe or suggest the product matrix responsively updating based on the product configuration answer to eliminate at least one product entry in the product matrix, where the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner. Rather, Teresko describes that the software enables customers to buy complex products or services online and Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software. For the reasons set forth above, Claim 19 is submitted to be patentable over Teresko in view of the Website design Official Notice.

When the recitations of Claim 22 and 23 are considered in combination with the recitations of Claim 19, Applicants submit that dependent Claims 22 and 23 likewise are patentable over Teresko in view of the Website design Official Notice.

Claims 27 and 28 depend from Claim 25 which recites a computer program product including "a storage medium readable by a processing circuit and storing for execution by the processing circuit instructions for receiving a product category selection; instructions for matching the product category selection against a product database to determine a plurality of matched products; instructions for displaying product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products; instructions for presenting a product configuration question; instructions for receiving a product configuration answer; and instructions for responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner".

Neither Teresko nor the Website design Official Notice describe or suggest a computer program product including a storage medium readable by a processing circuit and

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storing for execution by the processing circuit instructions for receiving a product category selection, instructions for matching the product category selection against a product database to determine a plurality of matched products, instructions for displaying product matrix including a product entry for each of the matched products, each product entry including a model identifier and at least one product configuration parameter associated with the matched products, instructions for presenting a product configuration question, instructions for receiving a product configuration answer, and instructions for responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

Moreover, neither Teresko nor the Website design Official Notice describe or suggest a storage medium for storing instructions for responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner. Rather, Teresko describes that the software enables customers to buy complex products or services online and Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software. For the reasons set forth above, Claim 25 is submitted to be patentable over Teresko in view of the Website design Official Notice.

When the recitations of Claim 27 and 28 are considered in combination with the recitations of Claim 25, Applicants submit that dependent Claims 27 and 28 likewise are patentable over Teresko in view of the Website design Official Notice.

For the reasons set forth above, Applicants respectfully request that the rejection of Claims 2, 3, 6, 9, 10, 13, 15-18, 22, 23, 27, and 28 under 35 U.S.C. 103(a) be withdrawn.

The rejection of Claims 4, 24, and 29 under 35 U.S.C. § 103(a) as being unpatentable over Teresko in view of "With nine Shopping Days Till Christmas, ShopAround.com Helps

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Last Minute E-Shoppers Find the Right gift for the Right Price (December 14, 1999. Business Wire)" ("Nine Days") is respectfully traversed.

Teresko is described above. Nine Days describes Shoparound.com that can make last minute shopping fun as shoppers search for most difficult-to-find items on their gift list from more than 5,700 retailers. "We designed ShopAround.com to help consumers cut straight through all the clutter of the Internet shopping and find exactly what they need – whether it's competitive pricing for a handheld device or a rare trilobite fossil for Uncle Jim's collection," said Jeff Carden, Chairman of the Board and CEO of ShopAround.com.

Claim 4 depends from Claim 1 which recites a method for production selection assistance, the method including "receiving a product category selection; matching the product category selection against a product database to determine a plurality of matched products; displaying a product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products; presenting a product configuration question; receiving a product configuration answer; and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner".

Neither Teresko nor Nine Days describe or suggest a method for production selection assistance, the method including receiving a product category selection, matching the product category selection against a product database to determine a plurality of matched products, displaying a product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products, presenting a product configuration question, receiving a product configuration answer, and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product

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matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

Moreover, neither Teresko nor Nine Days describe or suggest responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner. Rather, Teresko describes that the software enables customers to buy complex products or services online and Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software, and Nine Days describes that ShopAround.com was designed to help consumers find competitive pricing for a handheld device or a rare trilobite fossil. For the reasons set forth above, Claim 1 is submitted to be patentable over Teresko in view of Nine Days.

When the recitations of Claim 4 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claim 4 likewise is patentable over Teresko in view of Nine Days.

Claim 24 depends from Claim 19 which recites a product selection assistance Internet web page including "a matrix panel comprising a product matrix displaying a plurality of products using individual product entries comprising a model identifier and at least one product configuration parameter associated with the products; and a product configuration panel displaying a product configuration question and accepting a product configuration answer, the product matrix responsively updating based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner".

Neither Teresko nor Nine Days describe or suggest a product selection assistance Internet web page including a matrix panel including a product matrix displaying a plurality of products using individual product entries including a model identifier and at least one

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product configuration parameter associated with the products, and a product configuration panel displaying a product configuration question and accepting a product configuration answer, the product matrix responsively updating based on the product configuration answer to eliminate at least one product entry in the product matrix, where the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

Moreover, neither Teresko nor Nine Days describe or suggest the product matrix responsively updating based on the product configuration answer to eliminate at least one product entry in the product matrix, where the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner. Rather, Teresko describes that the software enables customers to buy complex products or services online and Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software, and Nine Days describes that ShopAround.com was designed to help consumers find competitive pricing for a handheld device or a rare trilobite fossil. For the reasons set forth above, Claim 19 is submitted to be patentable over Teresko in view of the Nine Days.

When the recitations of Claim 24 are considered in combination with the recitations of Claim 19, Applicants submit that dependent Claim 24 likewise is patentable over Teresko in view of Nine Days.

Claim 29 depends from Claim 25 which recites a computer program product including "a storage medium readable by a processing circuit and storing for execution by the processing circuit instructions for receiving a product category selection; instructions for matching the product category selection against a product database to determine a plurality of matched products; instructions for displaying product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products; instructions for presenting a product configuration question; instructions for receiving a product

configuration answer; and instructions for responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner".

Neither Teresko nor Nine Days describe or suggest a computer program product including a storage medium readable by a processing circuit and storing for execution by the processing circuit instructions for receiving a product category selection, instructions for matching the product category selection against a product database to determine a plurality of matched products, instructions for displaying product matrix including a product entry for each of the matched products, each product entry including a model identifier and at least one product configuration parameter associated with the matched products, instructions for presenting a product configuration question, instructions for receiving a product configuration answer, and instructions for responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

Moreover, neither Teresko nor Nine Days describe or suggest a storage medium for storing instructions for responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner. Rather, Teresko describes that the software enables customers to buy complex products or services online and Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software, and Nine Days describes that ShopAround.com was designed to help consumers find competitive pricing for a handheld device or a rare trilobite fossil. For the reasons set forth above, Claim 25 is submitted to be patentable over Teresko in view of Nine Days.

When the recitations of Claim 29 are considered in combination with the recitations of Claim 25, Applicants submit that dependent Claim 29 likewise is patentable over Teresko in view of Nine Days.

Moreover, Applicants respectfully submit that the Section 103 rejection of Claims 4, 24, and 29 is not a proper rejection. As is well established, obviousness cannot be established by combining the teachings of the cited art to produce the claimed invention, absent some teaching, suggestion, or incentive supporting the combination. Neither Teresko nor Nine Days, considered alone or in combination, describe or suggest the claimed combination. Furthermore, in contrast to the assertion within the Office Action, Applicants respectfully submit that it would not be obvious to one skilled in the art to combine Teresko with Nine Days because there is no motivation to combine the references suggested in the art.

As the Federal Circuit has recognized, obviousness is not established merely by combining references having different individual elements of pending claims. Ex parte Levengood, 28 U.S.P.Q.2d 1300 (Bd. Pat. App. & Inter. 1993). MPEP 2143.01. Rather, there must be some suggestion, outside of Applicants' disclosure, in the prior art to combine such references, and a reasonable expectation of success must be both found in the prior art, and not based on Applicants' disclosure. In re Vaeck, 20 U.S.P.Q.2d 1436 (Fed. Cir. 1991). In the present case, neither a suggestion or motivation to combine the prior art disclosures, nor any reasonable expectation of success has been shown.

Furthermore, it is impermissible to use the claimed invention as an instruction manual or "template" to piece together the teachings of the cited art so that the claimed invention is rendered obvious. Specifically, one cannot use hindsight reconstruction to pick and choose among isolated disclosures in the art to deprecate the claimed invention. Further, it is impermissible to pick and choose from any one reference only so much of it as will support a given position, to the exclusion of other parts necessary to the full appreciation of what such reference fairly suggests to one of ordinary skill in the art. The present Section 103 rejection is based on a combination of teachings selected from multiple patents in an attempt to arrive

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at the claimed invention. Specifically, Teresko teaches that the software enables customers to buy complex products or services online and Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software, and Nine Days teaches that ShopAround.com was designed to help consumers find competitive pricing for a handheld device or a rare trilobite fossil. Since there is no teaching nor suggestion in the cited art for the combination, the Section 103 rejection appears to be based on a hindsight reconstruction in which isolated disclosures have been picked and chosen in an attempt to deprecate the present invention. Of course, such a combination is impermissible, and for this reason alone, Applicants request that the Section 103 rejection of Claims 4, 24, and 29 be withdrawn.

For the reasons set forth above, Applicants respectfully request that the rejection of Claims 4, 24, and 29 under 35 U.S.C. 103(a) be withdrawn.

The rejection of Claims 7, 8, 12, 20, and 21 under 35 U.S.C. § 103(a) as being unpatentable over Teresko in view of Official Notice regarding database design ("Database design Official Notice") is respectfully traversed.

Claims 7, 8, and 12 depend from Claim 1 which recites a method for production selection assistance, the method including "receiving a product category selection; matching the product category selection against a product database to determine a plurality of matched products; displaying a product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products; presenting a product configuration question; receiving a product configuration answer; and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner".

Neither Teresko nor the Database design Official Notice describe or suggest a method for production selection assistance, the method including receiving a product category

selection, matching the product category selection against a product database to determine a plurality of matched products, displaying a product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products, presenting a product configuration question, receiving a product configuration answer; and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner".

Moreover, neither Teresko nor the Database design Official Notice describe or suggest responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, where each of the product database and the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner. Rather, Teresko describes that the software enables customers to buy complex products or services online and Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software. For the reasons set forth above, Claim 1 is submitted to be patentable over Teresko in view of the Database design Official Notice.

When the recitations of Claims 7, 8, and 12 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claims 7, 8, and 12 likewise are patentable over Teresko in view of the Database design Official Notice.

Claims 20 and 21 depend from Claim 19 which recites a product selection assistance Internet web page including "a matrix panel comprising a product matrix displaying a plurality of products using individual product entries comprising a model identifier and at least one product configuration parameter associated with the products; and a product configuration panel displaying a product configuration question and accepting a product configuration answer, the product matrix responsively updating based on the product

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configuration answer to eliminate at least one product entry in the product matrix, wherein the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner".

Neither Teresko nor the Database design Official Notice describe or suggest a product selection assistance Internet web page including a matrix panel including a product matrix displaying a plurality of products using individual product entries including a model identifier and at least one product configuration parameter associated with the products, and a product configuration panel displaying a product configuration question and accepting a product configuration answer, the product matrix responsively updating based on the product configuration answer to eliminate at least one product entry in the product matrix, where the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner.

Moreover, neither Teresko nor the Database design Official Notice describe or suggest the product matrix responsively updating based on the product configuration answer to eliminate at least one product entry in the product matrix, where the product matrix includes information regarding at least one of a refrigerator, a washer, a dryer, and an air conditioner. Rather, Teresko describes that the software enables customers to buy complex products or services online and Cisco Systems, the fast-growing supplier of internetworking products, initially deployed the Calico software. For the reasons set forth above, Claim 19 is submitted to be patentable over Teresko in view of the Database design Official Notice.

When the recitations of Claims 20 and 21 are considered in combination with the recitations of Claim 19, Applicants submit that dependent Claims 20 and 21 likewise are patentable over Teresko in view of the Database design Official Notice.

For the reasons set forth above, Applicants respectfully request that the rejection of Claims 7, 8, 12, 20 and 21 under 35 U.S.C. 103(a) be withdrawn.

Newly added Claims 30-33 depend from independent Claim 1, which is submitted to be in condition for allowance and patentable over the cited art. For at least the reasons set forth above, Applicants respectfully submit that Claims 30-33 are also patentable over the cited art.
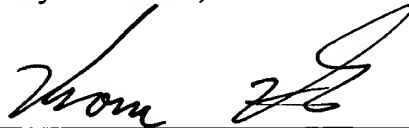
Newly added Claims 34-37 depend from independent Claim 14, which is submitted to be in condition for allowance and patentable over the cited art. For at least the reasons set forth above, Applicants respectfully submit that Claims 34-37 are also patentable over the cited art.

Newly added Claims 38-41 depend from independent Claim 19, which is submitted to be in condition for allowance and patentable over the cited art. For at least the reasons set forth above, Applicants respectfully submit that Claims 38-41 are also patentable over the cited art.

Newly added Claims 42-45 depend from independent Claim 25, which is submitted to be in condition for allowance and patentable over the cited art. For at least the reasons set forth above, Applicants respectfully submit that Claims 42-45 are also patentable over the cited art.

In view of the foregoing remarks, this application is believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully Submitted,

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